



MUSEUM of AFRICAN AMERICAN HISTORY

November 2, 1999

Ms. Shalena Anderson
Event Marketing
Philip Morris Incorporated
120 Park Avenue
New York, New York 10017

Dear Ms. Anderson:

Although summer is behind us, I am quite sure that the images of the 17th Annual African World Festival (AWF) are still fresh in your mind. Overall, I believe it was an enjoyable experience because it was a weekend awash in the culture, spirit and creativity of the African Diaspora. Therefore, we would like to take this opportunity to formally thank you for being a sponsor for this year's festival. Your support allows us to continue to produce top notch programs like the African World Festival.

Inside this envelope, you will find copies of many of the promotional materials that were used for African World Festival, as well as ten (10) copies of the African World Festival poster signed and numbered by the artist, Stephanie Carr. Please distribute these to your colleagues, family and friends.

As promised, in the following pages is a summary of the promotional coverage and overall statistics for this year's festival. I hope that you find this information helpful. If more information is needed, please feel free to contact me at (313)494-5852.

Once again, thank you for your support...and we look forward to having you partner with us for the 18th Annual African World Festival in August 2000!

Sincerely,

Tracey Desimai' Hicks
Membership Coordinator

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